



ONLINE
COURSE

NETWORKING & PUBLIC RELATIONS

BROCHURE

Learn about the importance of effective networking and increasing the scope of your network.

The Networking and Public Relations eCourse is designed to provide practical and hands-on tools that will give you a skill set in dealing with the media and the public. You will also be equipped with skills such as:

- Identifying effective employee communication tools.
- Using media relations in your networking strategy.
- Using social media for networking.
- Listing and setting of goals



DURATION

4 weeks online access



STUDY TIME

8-9 hours study time



ACCREDITATION

Internationally
Accredited with IACET



CONTINUING EDUCATION

UNITS (CEU'S)
0.9 CEU's



The
Leadership
CENTRE
DEVELOPING TOMORROW'S LEADERS

Effective networking is essential for day-to-day business or for those times when you are actively pursuing job opportunities. This eCourse is designed to provide practical and hands-on tools that will give you a skill set in dealing with the media and the public. Good networking skills enable you to tap into those relationships you already have and increase the scope of your network. The larger the scope, the more people know you and offer you opportunities.

eCOURSE INCLUDES

- 4 Weeks Online Access.
- Networking and Public Relations Book per phase.
- Networking and Public Relations Templates and Exercises.
- Quick Reference Sheet.
- Online Exam.
- International Certification.

KEY OUTCOMES

On completion of this eCourse, you will be able to...

- Recognise networking for success.
- Identify "Meet and Greet" opportunities.
- Recognise appropriate workplace dress code.
- Apply effective business writing skills.
- Use media relations & social media in your networking strategy.
- Apply issues and crisis communication planning.

CERTIFICATION

You are required to complete an online multiple choice exam with a pass mark of at least 80%.

ACCREDITATION

Internationally Accredited through IACET.



TECHNICAL REQUIREMENTS (COMPUTER)

- A computer with Microsoft Windows operating system (98, NT, 2000, XP, Vista, or Windows 7) or Mac OS X (10.5 Leopard or higher).
- A computer with Microsoft Office 2000 or higher.
- A high speed internet connection and a web browser (Firefox is highly recommended as there are incompatibility issues with Internet Explorer).
- Adobe Reader (free software).

GET IN TOUCH

Should you have any queries, please contact us at The Leadership Centre.

TARYN MOODLEY

Learner Support

taryn.moodley@tlc-global.com

+27 (0)861 444 339

SARAH GILES

Sales Manager

sarah.giles@tlc-global.com

+27 (0)861 852 463

HAPPY LEARNING

The Leadership Centre Team

